

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

14. (Currently Amended) A method of printing an outer cover for an absorbent article, comprising:

supplying a moving first substrate to a first printing operation, the first moving substrate comprising a film;

contact printing at least one first graphic on the first moving substrate in the first printing operation using a gravure roll printer or flexographic printer;

laminating a second moving substrate to the first moving substrate to form an outer cover, the second moving substrate comprising a nonwoven web and the outer cover defining a width;

supplying the outer cover with the first graphic to a second printing operation on a manufacturing line for absorbent articles, said outer cover moving at a speed of 100 feet or greater per second minute;

non-contact printing at least one second graphic on the outer cover in the second printing operation on the manufacturing line for absorbent articles using a wax jet printer, ink jet printer, bubble jet printer, or laser jet printer, the first graphic spanning at least 60% of the width of the outer cover and being visible to the naked eye, the second graphic being positioned within the center third of the width of the outer cover and being visible to the naked eye; and

joining the outer cover with an absorbent and a liner to produce an absorbent article.

15. (Original) The method of claim 14, wherein the absorbent article has a front waist region, a back waist region, and a crotch region connecting the front waist region and the back waist region, and the second graphic is positioned within the front waist region.

16. (Original) The method of claim 14, wherein the absorbent article has a front waist region, a back waist region, and a crotch region connecting the front waist region and the back waist region, and the second graphic is positioned within the back waist region.

17. (Original) The method of claim **14**, wherein the absorbent article has a front waist region, a back waist region, and a crotch region connecting the front waist region and the back waist region, further comprising two or more second graphics, at least one second graphic positioned within the front waist region and at least one second graphic positioned within the back waist region.

18. (Original) A method of minimizing substrate printing waste, comprising:

supplying a moving substrate to a first converting operation;

printing a plurality of absence advertisements on the moving substrate using a contact printer;

supplying the moving substrate with the absence advertisements to a second converting operation;

at least partially overprinting second graphics on at least some of the absence advertisements using a non-contact printer, wherein a failure to print a second graphic on an absence advertisement results in the absence advertisement remaining visible on the substrate.

19. (Original) The method of claim **18**, further comprising joining the substrate to an absorbent and to a liner to form an absorbent article, the absence advertisement forming part of an interactive game or contest involving the user of the absorbent article.

20. (Original) The method of claim **18**, further comprising joining the substrate with an absorbent and a liner to form an absorbent article, the absence advertisement conveying contact information to a consumer of the absorbent article.

21. (Original) A method of printing an outer cover for an absorbent article, comprising:

laminating a first substrate comprising film to a second substrate comprising a nonwoven to form an outer cover, the outer cover defining a film side, a nonwoven side opposite the film side, and a width;

supplying the outer cover to a printing process and contact printing at least one first graphic on the nonwoven side,

supplying the outer cover to a converting operation, the converting operation combining the outer cover with an absorbent assembly to form an absorbent article;

non-contact printing at least one second graphic on the nonwoven side in the converting operation, the first graphic spanning at least 60% of the width of the outer cover and being visible to the naked eye, the second graphic being positioned within the center third of the width of the outer cover, and both first and second graphics being visible to the naked eye.

25. (Previously Presented) The method of claim 14 wherein the second graphic imparted by the non-contacting printing operation comprises two or more colors.